

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
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Sacramento, CA 95814
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<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 04 (California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

The Heritage Company, Inc.

Name of commercial fundraiser

2402 Wildwood Avenue

Address of commercial fundraiser

Sherwood

AR 72120

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 74909

F.E.I.N. No. _____

The National Children's Cancer Society, Inc.

Name of charity

1015 Locust Building, Ste. 1040

Address of charity

St. Louis

MO 63101

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing

held (on) (from) 1/1/04, 20____, to 12/31/____, 20____ 04

(Type of activity)

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation _____

1. REVENUE

A. Cash contributions

\$225,891.83

A.

B. Entertainment sales or admission charges

B.

C. Sales from products

C.

D. Advertisement sales

D.

E. Membership fees

E.

F. Other sources: (Specify)

a. _____

Fa.

b. _____

Fb.

c. _____

Fc.

d. _____

Fd.

G. TOTAL REVENUE

\$225,891.83 G. ✓

2. EXPENSES

A. Fees or commissions

A.

B. Salaries

B.

C. Payroll taxes

C.

D. Employee benefits

D.

E. Cost of merchandise for resale

E.

F. Cost of entertainment

F.

G. Postage

G.

H. Advertising

H.

I. Telephone

I.

J. Rental of equipment

J.

K. Facilities charge

K.

L. Permits

L.

M. Other expenses: (Specify)

a. _____

Ma.

b. _____

Mb.

c. _____

Mc.

d. _____

Md.

N. TOTAL EXPENSES

\$131,603.41 N.

RECEIVED
MAY 02 2005
Registry of Charitable Trusts
Attorney General's
FEB 28 2005
Registry of Charitable Trusts

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3. Amount to charity (subtract line 2N from line 1G) \$94,288.42 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) \$0.00 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \$0.00 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$94,288.42 6. ✓
7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?
☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization
See attached list of officers and directors		

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Glenda Keenihan Secretary/Treasurer 1/31/05
 Signature of authorized officer (commercial fundraiser) Printed name Title Date

This report must be signed by two officers or directors of the charitable organization for verification.

Mark Stone President 2/7/05
 Signature of authorized officer/director (charity) Printed name Title Date

Carolyn L. Token CFO 2/8/05
 Signature of authorized officer/director (charity) Printed name Title Date

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

NATIONAL CHILDREN'S CANCER SOCIETY - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/04 through 12/31/04

GROSS REVENUE	<u>225,891.83</u>	
EXPENSES		
SALARIES, WAGES, COMMISSIONS	<u>56,947.94</u>	
PROMOTIONAL FEES	<u>7,672.01</u>	
POSTAGE	<u>3,089.40</u>	
TELEPHONE	<u>42,273.29</u>	
RENT	<u>16,270.84</u>	
SUPPLIES	<u>1,750.66</u>	
LICENSES, PERMITS	<u>2,883.44</u>	
ADVERTISING	<u>3,604.30</u>	
ACCOUNTING/DATA PROCESSING	<u>20,287.06</u>	
LIST PREPARATION	<u>1,596.19</u>	
OTHER:		
TOTAL EXPENSES	<u>156,375.13</u>	69.23%
Net Proceeds	<u>69,516.70</u>	30.77%
Amount Retained by Charitable Organization or Sponsor	<u>94,288.42</u>	41.74%
Percentage of Funds Received by Charitable Organization or Sponsor	<u>41.74%</u>	
(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)		
Net Income/Loss (-) to THC	<u>-24,771.72</u>	-10.97%
(pending ongoing collections & reconciliations)		

1/18/2005